

# ABSTRACT

A content data processing system 2 includes a notice control module 51 for controlling a notice of prize information, a registration control module 53 for registering, as applicant information, attributes of applicants who applied for the prize information, a content data creating module 54 for creating content data in accordance with the attributes of the applicants in the applicant information, and a transmitting module 55 for transmitting the content data to the corresponding applicant.

- 10 In this architecture, the content data corresponding to a favorite of the individual applicant are transmitted (sent back), whereby online marketing for increasing an effect of creating a commercial chance can be attained.

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